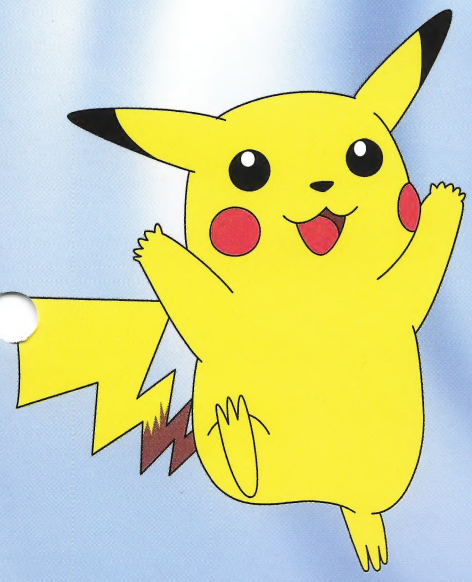
Kellogg's®
presents
Be The Ultimate
Pokémon Master™
Promotion!

This summer, thousands of little monsters will invade supermarket cereal aisles.



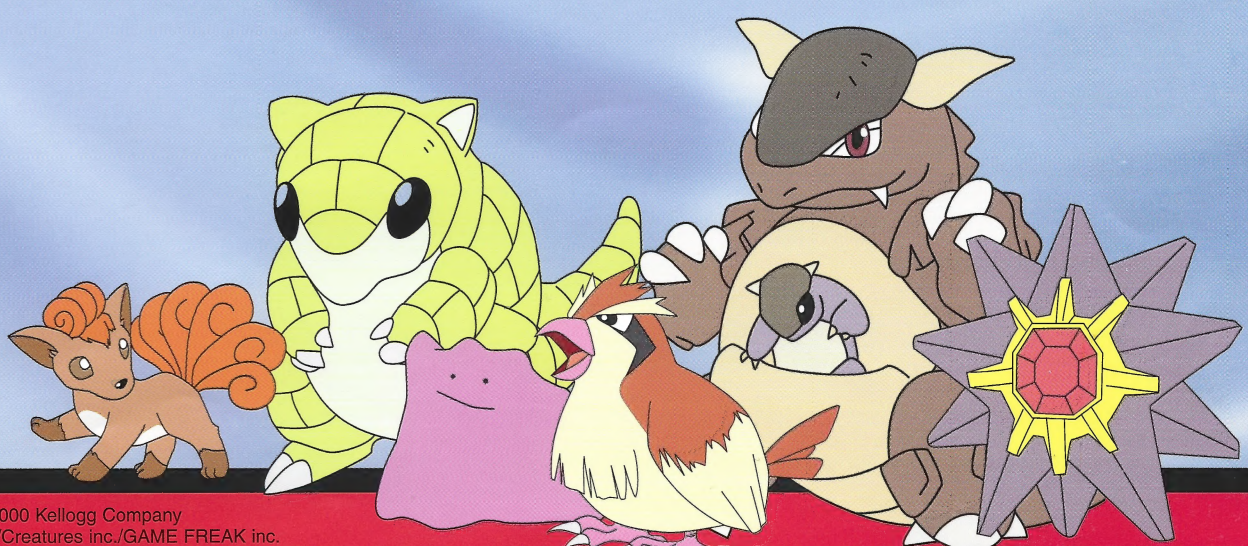
And that's not even counting all the kids.

Kellogg's® *Be The Ultimate Pokémon™ Master* Promotion

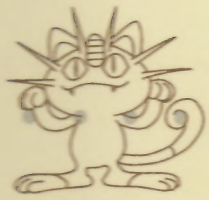
- **Hits stores July 2000**
- **Capitalizes on record-breaking Pokémon™ sales**
- **Will offer multiple Pokémon™ premiums**
- **Features the hottest characters from the new Pokémon™ movie and the new Gold and Silver Game Boy™ games**
  - **Togepi™**
  - **Marill™**
  - **Hoothoot™**
  - **Ledyba™**
  - **Elekid™**

Catch all the premiums. Master Kellogg's® sales.

- Kellogg's® biggest promotion EVER
- An integrated event with licensed products
- Over $20,000,000 in marketing support that includes:
  - -TV and print advertising
  - -Merchandising/POS
  - -Website
  - -ASM, PR and FSIs
- Spans more than 15 Kellogg's® brands



TM, ® Kellogg Company © 2000 Kellogg Company
©1995, 1996, 1998 Nintendo/Creatures inc./GAME FREAK inc.



Pokémon™ Battle Tops

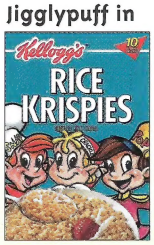
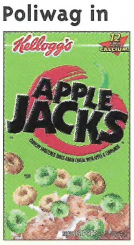
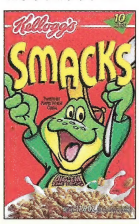
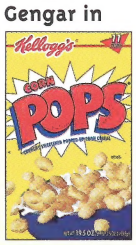
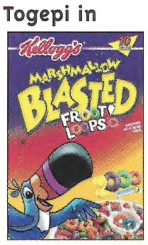
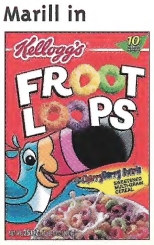
Free inside Kellogg's® Cereal Packages

- Either Pikachu or one of seven other Pokémon in every box!
- Collect all eight!

Pikachu™

Ledyba™ Gengar™ Hoothoot™ Marill™ Poliwag™ Jigglypuff™ Togepi™

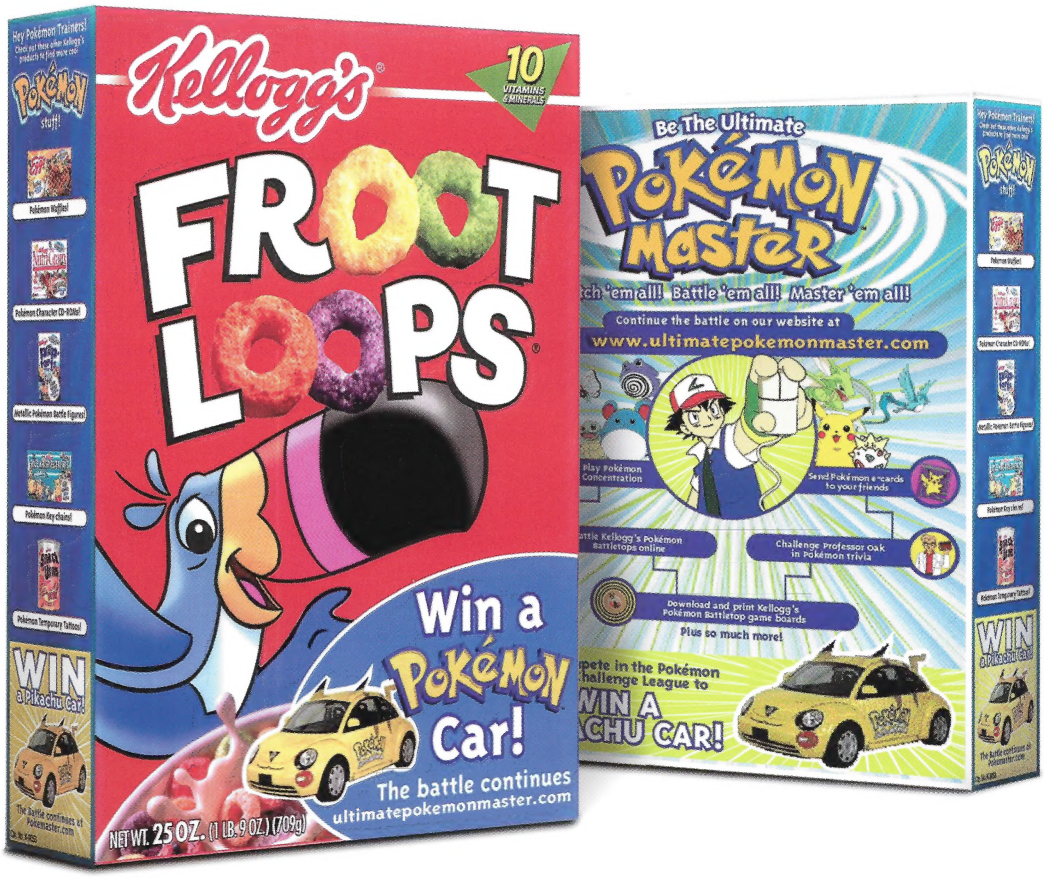
Pikachu in all packages or:

Ledyba in	Jigglypuff in	Poliwag in	Hoothoot in	Gengar in	Togepi in	Marill in
						
31 oz	13.5 oz	19.1 oz	17.6 oz	19.5 oz	14 oz	15.1 oz

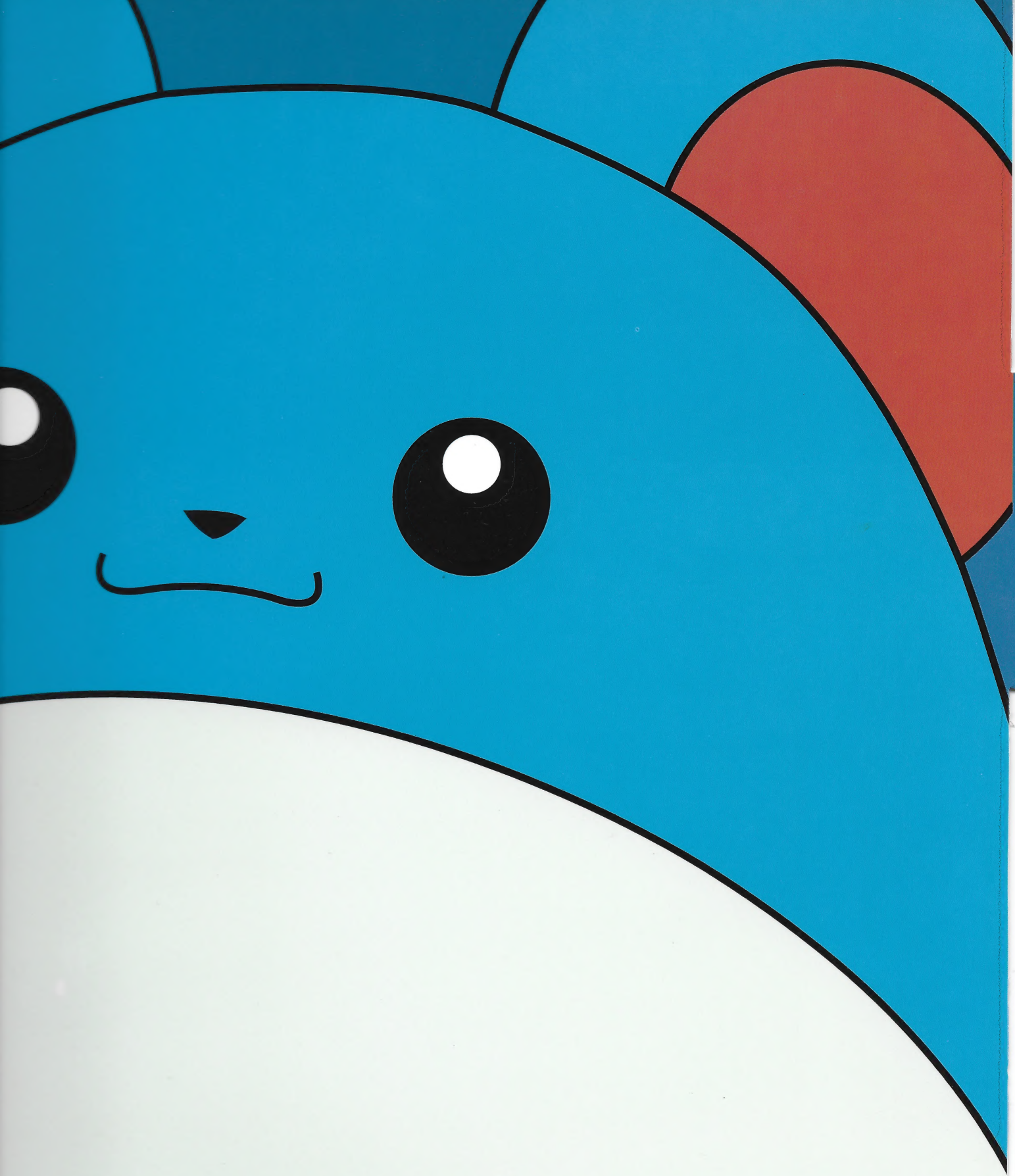
Kellogg's® Pokémon™ Website

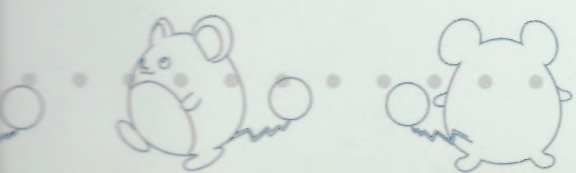
Promoted on panels of Kellogg's® non-insert cereal and convenience packages.

- Packages entice kids to **Catch 'Em All, Battle 'Em All,** and **Master 'Em All** on **www.ultimatepokemonmaster.com**
- Web site catapults kids into a Pokémon™ world of games, prizes and virtual versions of the package offers
- Log on to website to enter to win Pikachu™ Car



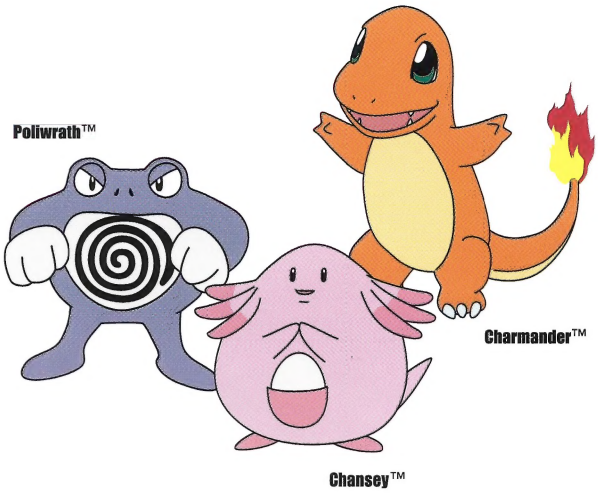
Website information will appear on these packages:





Pokémon™ Hasbro™ Metallic Battle Figures

Free inside specially marked packages of Kellogg's™ Pop-Tarts®

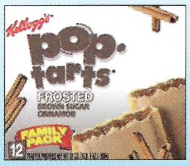


- Exclusive to Kellogg's™ Pop-Tarts® in 2000
- Retail versions of Battle Figures not available until 2001
- Collect all three!
- Order these three 12 ct flavors to drive volume in store

Available in these packages:

22 OZ

#_____



21 OZ

#_____

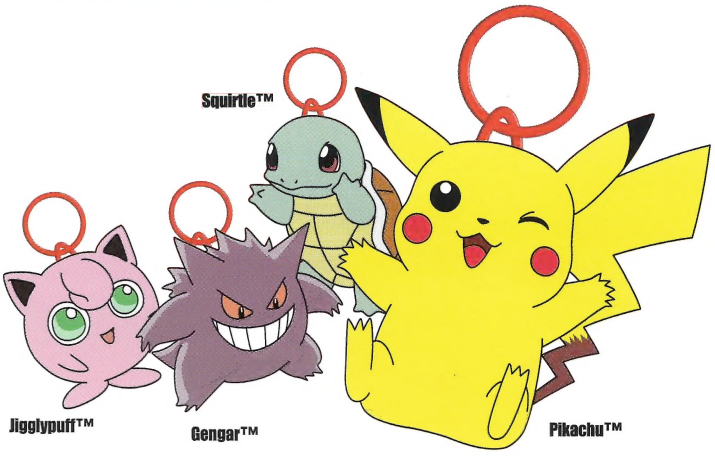
22 OZ

#_____

Pokémon™ Key Chains

Free inside 16 count packages of Kellogg's™ Rice Krispies Treats®

- Glow-in-the-dark key chains
- Collect all four!



Key chains available in these packages:

Pikachu or Squirtle

16 count

Jigglypuff or Gengar

16 count

Free Mail-in offer on 8 count packages of Kellogg's™ Rice Krispies Treats®

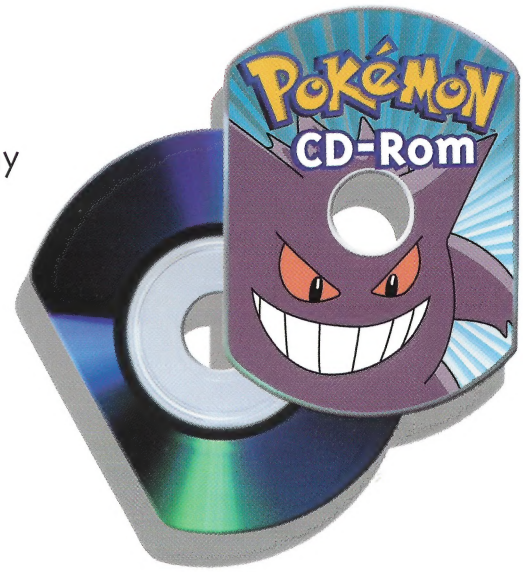
- FIM:three UPCs for two key chains

FIM offer available in these packages:

8 count packages of Original Rice Krispies Treats®
8 count packages of Chocolate Chunk Rice Krispies Treats®
8 count packages of Peanut Butter Chocolate Rice Krispies Treats®
8 count packages of Scotcheroos Rice Krispies Treats®

Pokémon™ CD-ROM by Mail

Offered on packages of Kellogg's™ Nutri-Grain® and Nutri-Grain Twists®



- Educational CD-ROM from the Learning Company featuring games and fun facts
- SLO: two UPCs and $2.00 for shipping and handling
- Exclusive to Kellogg's™ Nutri-Grain® and Nutri-Grain Twists®
- Choose from two character CD-ROMs:

  -Nutri-Grain®: Poliwhirl™ or Gengar™
  -Nutri-Grain Twists®: Pikachu™ or Eevee™

SLO available in these packages:

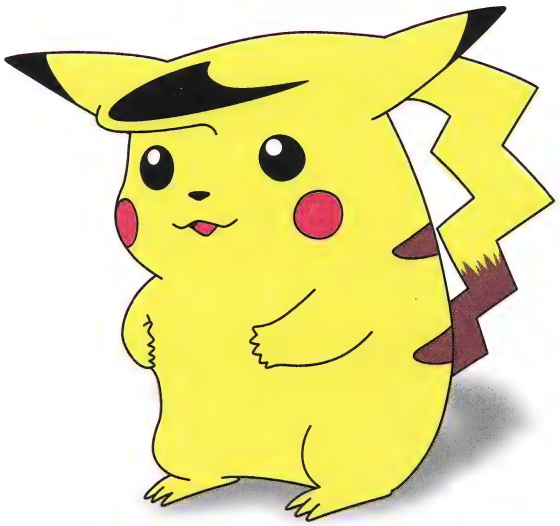
8 Count | 8 Count | 8 Count | 8 Count | 8 Count

6 Count | 6 Count | 6 Count | 6 Count | 6 Count | 6 Count

Pokémon™ Syrup Pourer

Offered on packages of Kellogg's™ Eggo® Waffles

- Kid's favorite Pokémon pours syrup over their favorite waffles!
- SLO: One UPC code plus $1.99 for shipping and handling



SLO available on these packages:

10 & 16 count

16 count

Get Hip to Fun Premiums

Pokémon™ Tattoos

Free Inside packages of Kellogg's™ Snack 'Ums®

Nothing's more fun than snacking on Snack 'Ums®—unless it's enjoying your Snack 'Ums® with a temporary Pokémon™ tattoo on your arm. Consumers will want to wear all of these cool Pokemon™ tattoos!

Available in these packages

5 oz & 1.3 oz

4.2 oz & 1.0 oz

4.8 oz & 1.1 oz

Limited Edition

Pokémon™ Cereal

Kellogg's® toasted oat cereal with Pokémon™-shaped marshmallow bits!

This delicious cereal will delight every Pokémon™ Master with an exciting, fun-filled package—complete with games and alluring graphics!

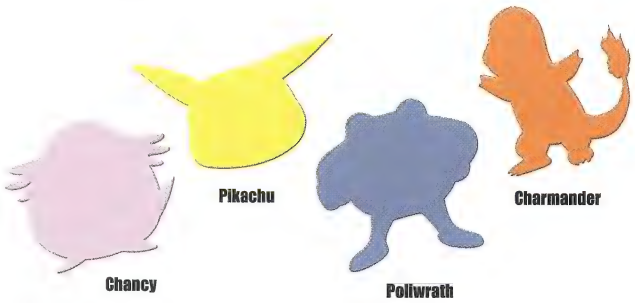
Available for a limited time only!

Limited Edition

Pokémon™ Pop-Tarts®

Wild Cherry flavor with Poliwhirl™, Chancy™, Pikachu™ and Charmander™-shaped sprinkles on yellow frosting!

These colorful, enticing new Kellogg's™ Pop-Tarts® will master the market!



Available for a limited time only!

Limited Edition

Pokémon™ Eggo® Waffles

Featuring Togepi™, Marill™, Pikachu™, Elekid™ and Gengar™ Pokémon™ shapes.

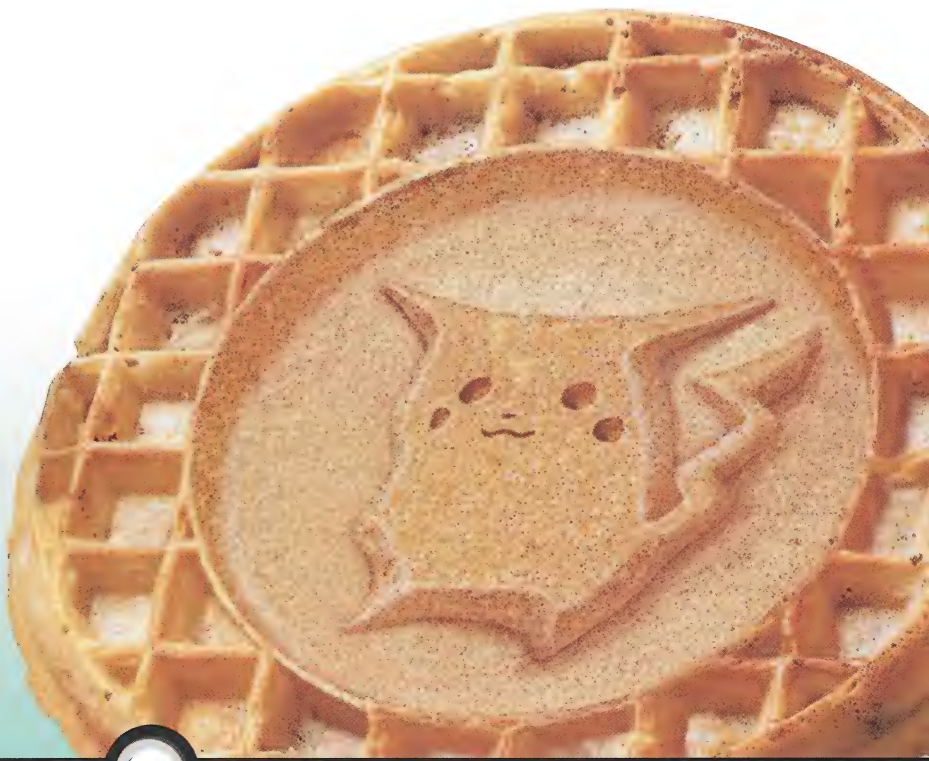
Consumers will want to make sure to eat 'em all—over and over again.

- Characters will be featured in the new Gold & Silver Game
- SLO - Syrup Pourer Offer

Available for a limited time only!

10 and 16 count

10 and 16 count



Lenticular Wobbler

A cutting edge, three-dimensional promotional element that will draw consumers to your aisles.

Lenticular Wobblers also available in these brands:

Pop Tarts™
Metallic Battle Figures

Rice Krispies Treats™
Glow-In-The-Dark Key Chain

Nutri-Grain™
CD-ROM

Freezer Cling

Colorful, freezer aisle elements that grab the consumer's attention and feature one of a kind Pokémon™ licensed waffles.

Display Header Card

Features outrageous, eye-catching visuals of Pokémon™ characters.

Price Card/Case Card

An exciting extension to the program featuring Pokémon™ characters.

Standees and Pole Toppers

Entertain and amaze shoppers with an action packed three-sided pole topper and giant standee that will have consumers coming back for more.

Standees: Pikachu™
Charmander™
Hoothoot™
Poliwhirl™
Jigglypuff™
Marill™

Pole Toppers: Marill™
Pikachu™

Potential Display Module

Build the ultimate Pokémon™ display with merchandising!

Pokémon NATIONAL POS ORDER FORM
Please fill out and e-mail or fax to Customer Service by 4/10/00

SCHWARZ WORLDWIDE
5401 Trillium Boulevard, Suite 330
Hoffman Estates, Illinois 60192
Customer Service: 888-519-SIGN (7446)
E-Mail: kellogg@schwarz.com

FAX: 847-645-0422

For Office Use Only
DATE ORDER REC'D:

Please complete highlighted portion of order form. These materials will be packed in cartons specific to each order, so if you are ordering for multiple locations, please list additional ship-to addresses on a separate form and submit with this order. Please include your phone number below so we can contact you with any questions.

Ship To:	
Address:	
City:	
State:	Zip:
If ordering for multiple stores, please list addresses on separate sheet.	
Check one: Store Address ☐	Sales Rep Address ☐

Promotion Start Date: July 1, 2000

In-Hand Date: _____

In-Store Date: _____

CODE #	QUANTITY	DESCRIPTION/PACK
POK –1		**Pokémon Display Header Card** – 1 per kit
POK – 2		**Pokémon Case Card** – 2 per kit
POK – 3A **POK – 3B** **POK – 3C** **POK – 3D**		**Pokémon Lenticular Wobbler** – 3 per set, indicate the number of sets of each version: • Nutri-Grain • Rice Krispies Treats • Pop-Tarts • Cereal Promotion
POK – 4A **POK – 4B**		**Pokémon Pole Topper** – 1 per kit, motorized rotating display – select one: • Pikachu • Marill
POK – 5A **POK – 5B** **POK – 5C**		**Pokémon Standee** – 2 standees per kit, indicate the number of sets of each group: • Pikachu & Marill • Hoothoot & Jigglypuff • Charmander & Poliwhirl
POK – 6		**Pokémon Eggo Freezer Static Cling** – 3 per kit

SIGN HERE IF FAXING ORDER:	IF ORDERING VIA E-MAIL, PLEASE INITIAL HERE:
PRINT NAME:	ENTER CHARGE ACCOUNT # FOR SHIPPING BELOW
TELEPHONE NO:	ACCT #:

Pokémon NATIONAL POS ORDER FORM
Please fill out and e-mail or fax to Customer Service by 4/10/00

SCHWARZ WORLDWIDE
5401 Trillium Boulevard, Suite 330
Hoffman Estates, Illinois 60192
Customer Service: 888-519-SIGN (7446)
E-Mail: kellogg@schwarz.com

FAX: 847-645-0422

For Office Use Only
DATE ORDER REC'D:

Please complete highlighted portion of order form. These materials will be packed in cartons specific to each order, so if you are ordering for multiple locations, please list additional ship-to addresses on a separate form and submit with this order. Please include your phone number below so we can contact you with any questions.

Ship To:	
Address:	
City:	
State:	Zip:
If ordering for multiple stores, please list addresses on separate sheet.	
Check one: Store Address ☐	Sales Rep Address ☐

Promotion Start Date: July 1, 2000

In-Hand Date: _____

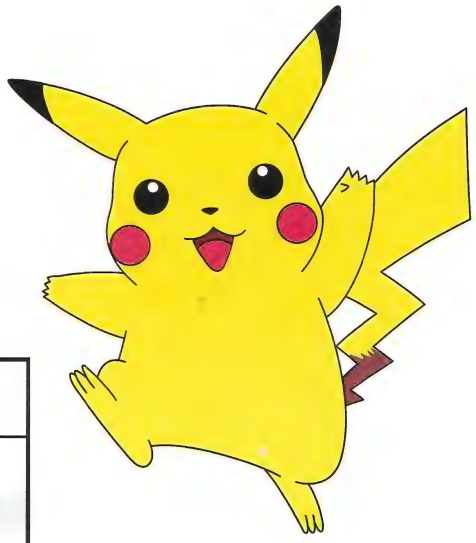
In-Store Date: _____

CODE #	QUANTITY	DESCRIPTION/PACK
POK –1		**Pokémon Display Header Card** – 1 per kit
POK – 2		**Pokémon Case Card** – 2 per kit
POK – 3A POK – 3B POK – 3C POK – 3D		**Pokémon Lenticular Wobbler** – 3 per set, indicate the number of sets of each version: • Nutri-Grain • Rice Krispies Treats • Pop-Tarts • Cereal Promotion
POK – 4A POK – 4B		**Pokémon Pole Topper** – 1 per kit, motorized rotating display – select one: • Pikachu • Marill
POK – 5A POK – 5B POK – 5C		**Pokémon Standee** – 2 standees per kit, indicate the number of sets of each group: • Pikachu & Marill • Hoothoot & Jigglypuff • Charmander & Poliwhirl
POK – 6		**Pokémon Eggo Freezer Static Cling** – 3 per kit

SIGN HERE IF FAXING ORDER:	IF ORDERING VIA E-MAIL, PLEASE INITIAL HERE:
PRINT NAME:	ENTER CHARGE ACCOUNT # FOR SHIPPING BELOW
TELEPHONE NO:	ACCT #:

Pokémon Cereal Promotion Module Combinations

Mod Code	Cube	Base Code	Pack Size	Description	Cases per Mod	Unit Load Dimension W x L x H	Load Makeup	Load Cube	Gross Pounds	Red K Price #1
02643	256	01223 00533 01723	14/17.6 14/13.5 14/15	Kellogg's® Smacks® Kellogg's® Rice Krispies® Kellogg's® Froot Loops®	6 6 6	40.0" x 48.0" x 38.6"	3 tiers of 6 trays	42.9	401	$651.84
03469	330	01035 02939	12/19.5 12/19.1	Kellogg's® Corn Pops® Kellogg's® Apple Jacks®	9 9	40.8" x 48.4" x 46.7"	3 tiers of 6 trays	53.4	359	$670.68
91804	226	91803	14/14	Kellogg's® Marshmallow Blasted Froot Loops®	24	40.0" x 48.0" x 47.5"	4 tiers of 6 trays	53.1	380	$907.20
00587	256	00533	14/13.5	Kellogg's® Rice Krispies®	18	40.0" x 48.0" x 44.1"	3 tiers of 6 trays	49.7	470	$662.76
03495	256	01223	14/17.6	Kellogg's® Smacks®	18	40.0" x 48.0" x 44.7"	3 tiers of 6 trays	49.7	436	$655.20
01787	256	01723	14/15	Kellogg's® Froot Loops®	18	40.0" x 48.0" x 38.6"	3 tiers of 6 trays	42.9	395	$637.56
01085	330	01035	12/19.5	Kellogg's® Corn Pops®	18	40.8" x 48.4" x 46.2	3 tiers of 6 trays	52.8	421	$665.28



Promotion Insert SKU's

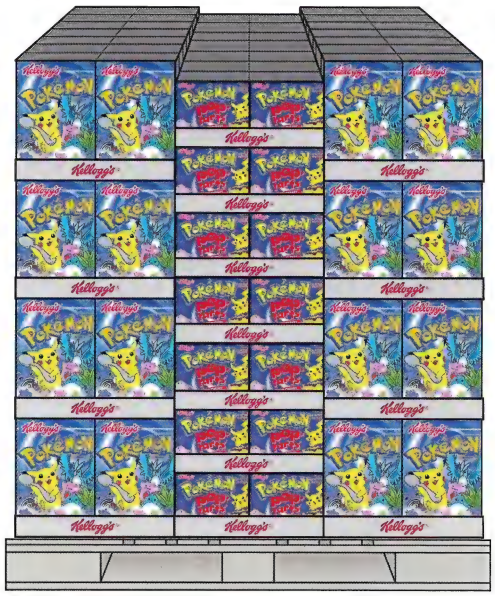
Brand	Case Code	Case Content
Kellogg's® Marshmallow Blasted Froot Loops®	91803E	14 oz.
Kellogg's® Apple Jacks®	02939E	19.1 oz.
Kellogg's® Smacks®	01223E	17.6 oz.
Kellogg's® Rice Krispies®	00533E	13.5 oz.
Kellogg's® Corn Pops®	01035E	19.5 oz.
Kellogg's® Froot Loops®	01723E	15 oz.
Kellogg's Frosted Flakes®	01518E	31 oz.

TM,®Kellogg Company ©2000 Kellogg Company 59631B

Kellogg's® & Pokémon™

12-ct pop-tarts®
brand toaster pastries

Module Options



Mixed Module #06163

Half Module #06006

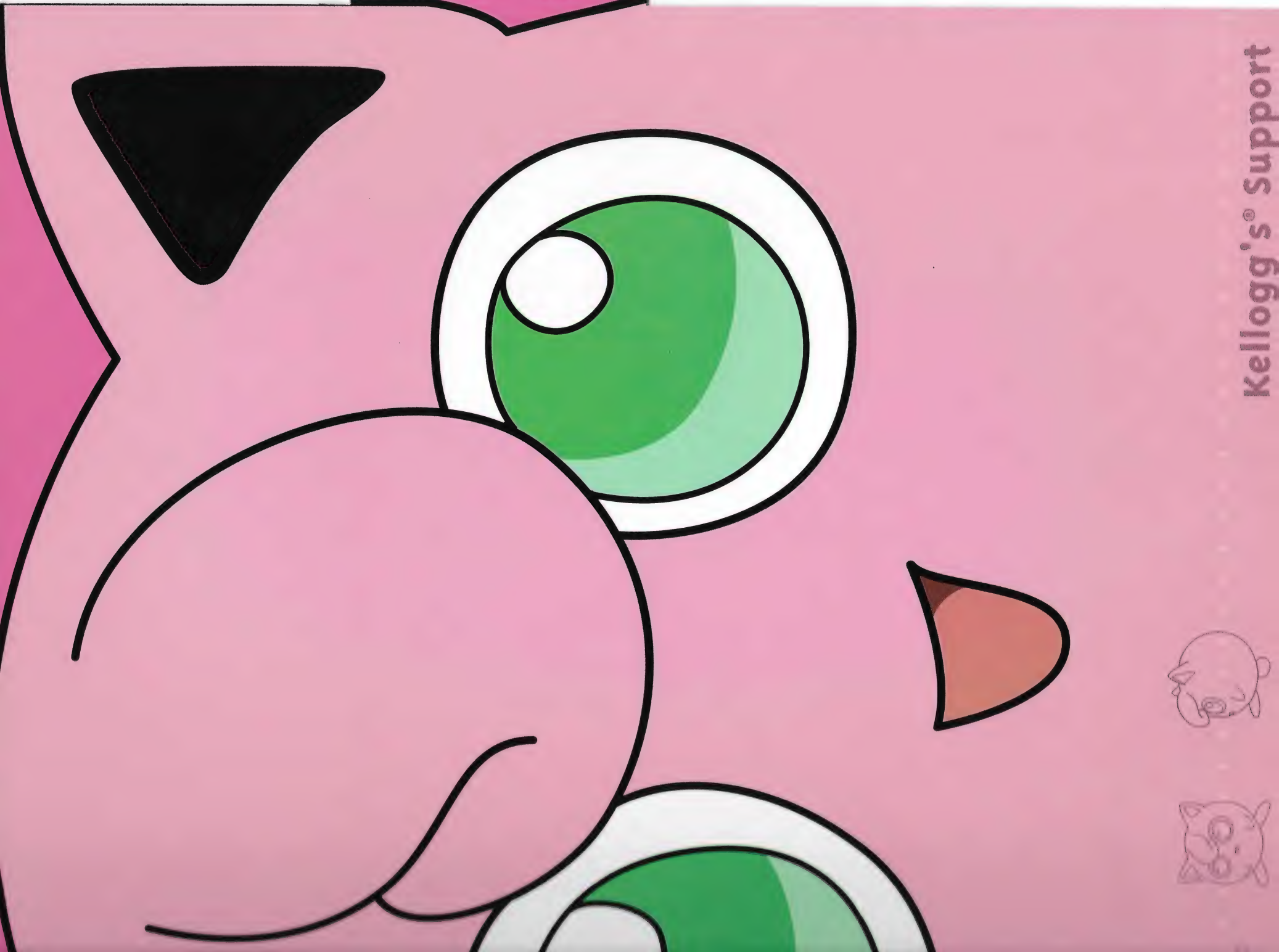
Full Module #06007

TM,®Kellogg Company ©2000 Kellogg Company 59631D

Elevate Sales with the Special

Pokémon™ Website

- **Catch 'Em All! Battle 'Em All! Master 'Em All!** on Kellogg's® packages, then log on to: www.ultimatepokemonmaster.com
- Find ***Be the Ultimate Pokémon™ Master*** program offers
- Win Hasbro™ prizes



Kellogg's® Support

Public Relations
will promote PokéMania!

Public relations will create the ultimate Pokémon™ experience for kids and keep Kellogg's in the news.

The program will consist of tiered media outreach efforts that target key media and result in extending news coverage throughout the length of the program.

Limited Edition Pokémon™ Cereal

- Business/trade media announce Kellogg's® Pokémon™ Toasted Oat Cereal with Marshmallow Bits and Pokémon™ partnership to start the hype
- As product hits the shelves in May, outreach to consumer food/new product/lifestyle editors of daily newspapers and major market TV

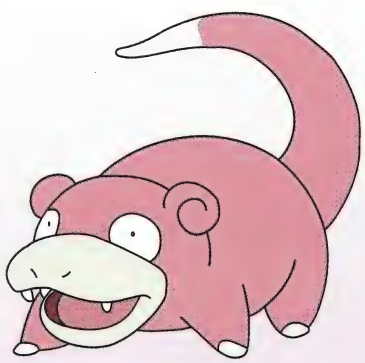
Pokémon™ Promotion Kick-Off

- Announce to business/trade media promotion details and additional Eggo™ and Pop-Tart™ food news
- Begin "chat room" buzz by generating news on appropriate kids and adult collector websites
- Send food/new product/lifestyle/syndicated columnists additional Kellogg's® Pokémon™ food news and promotion details

Consumer Media Event

- Conduct high-visibility media event that garners excitement about the Kellogg's® Pokémon™ promotion and contains consumer involvement

The *Be the Ultimate Pokémon™ Master* PR campaign will ensure that Pokémon™ is on the minds of both consumers and the trade, increasing store traffic and driving sales!



Media Information

Catch It All!

Be the Ultimate Pokémon™ Master is being supported by an electrifying promotional media campaign. This media support—along with the must-have, exciting on-pack premium offers—will insure that you experience the ultimate Pokémon™ profits!

TV Support

- **Cereal and Promotion Spot:** dedicated :30 spot
- **Eggo® Waffles:** :10 spot for licensed waffles
- **Pop-Tarts®:** dedicated :30 spot featuring promotion

Pokémon™—the TV show

- Promotion includes a **Watch and Win Game on the Kids WB®**

FSIs

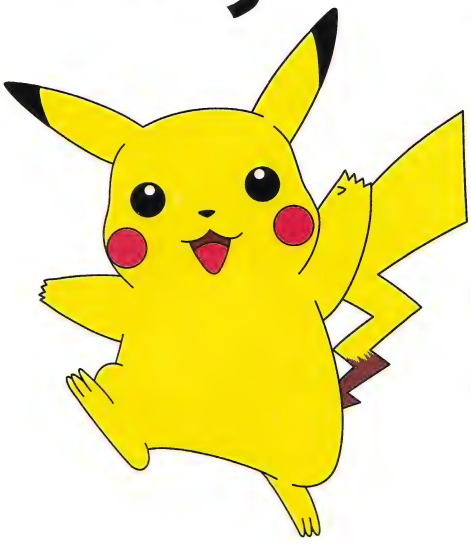
- Drop Dates: August 6 and 27, 2000
- Two full-pages on August 6th

Q3 2000 Promotion Support

	June	July	August
TV Spots			
Print Ads			
FSI			
Public Relations			

Kellogg's® & Pokémon™

Progressive Grocer Contest



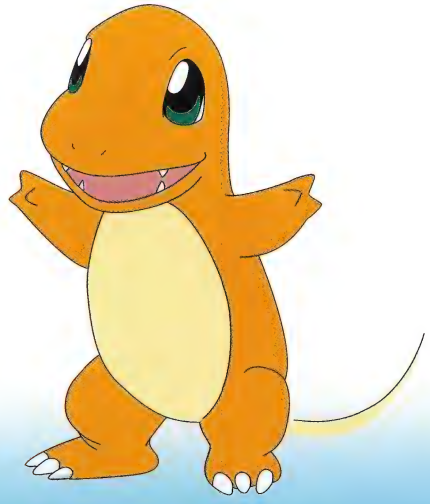
Timing: July 15 – Supermarket Business
August 1 – Progressive Grocer Contest

Contest Dates: Aug. 15 thru Sept. 30, 2000

Entries Due: Oct. 15, 2000

Build an eye-catching display showcasing 3 or more participating Kellogg's® & Pokémon™ brands and you're eligible to win!

- Grand Prize (1) → $4,000
- First Prize (1) → $2,000
- Second Prize (3) → $1,000
- Third Prize (3) → $500



For more information, see contest ads in the July 15, 2000 Issue of Supermarket Business or August 1, 2000 Issue of Progressive Grocer.

TM,®Kellogg Company ©2000 Kellogg Company 59631E

Account Specific Marketing

Select from two programs Kellogg's® has developed to increase the excitement of ***Be the Ultimate Pokémon™ Master*** in stores. Select from two menu marketing programs.

Program #1

Free Pokémon™ Master Back-To-School Kit:
Consumers receive a free Kellogg's® Pokémon™ Master Back-To-School Kit with the purchase of two Kellogg's® products. The kit includes a unique pencil holder with Pokémon™ pencils, erasers, pens, ruler and a surprise Kellogg's® Rice Krispies Treat™!

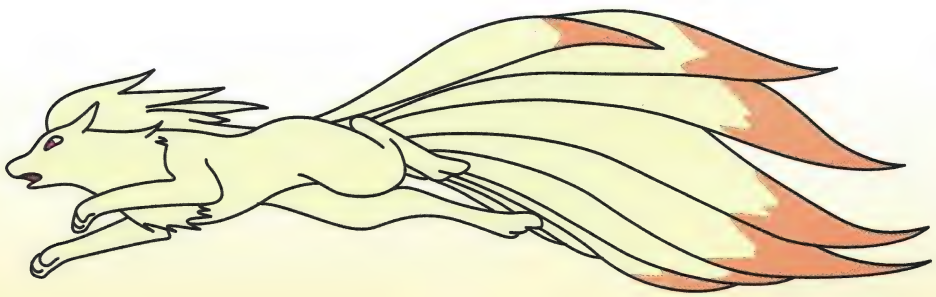
Recommended Timing: August 2000

Recommended Brands: Kellogg's® Froot Loops™, Frosted Flakes™, Corn Pops™, Rice Krispies™, Apple Jacks™, Smack's™, Marshmallow Blasted Froot Loops™, Pop-Tarts™, Pokémon™ Eggo™ Waffles and Rice Krispies Treats™.

In-store P.O.S. Near-Pack Display Materials (per store):
- 21″ x 22″ Header Card
- Octagon-shaped Kellogg's® Dump Bin
- One hundred (100) Pokémon™ Master Back-To-School Packs

In-Store Execution Option:
- Near-Pack Display — $171.60 per store

In-Ad Execution Option:
- Promotion communication ONLY — $500 in-ad art cost (one-time fee)



Program #2

Kellogg's™ Nintendo 64 Game Pack Sweeps
Consumers enter for a chance to win a Kellogg's® Pokémon™ Master Nintendo 64 Game Pack that includes a Nintendo 64 game unit with controller and three exciting Pokémon™ Nintendo Games! Games include one each of *Yellow*, *Trading Card* and the recently released *Stadium*.
Ten (10) winners per participating retailer chain.

Winners selected by Garner & Nevins at the end of the quarter.

Recommended Timing: July 2000

Recommended Brands: Kellogg's® Froot Loops™, Frosted Flakes™, Corn Pops™, Rice Krispies™, Apple Jacks™, Smack's™, Marshmallow Blasted Froot Loops™, Pop-Tarts™, Pokémon™ Eggo™ Waffles and Rice Krispies Treats™.

Prize Structure:
- Grand Prize: Pokémon™ Master Nintendo 64 Game Pack
- Ten (10) winners per participating retailer chain.

In-Store POS Sweeps Materials (Per store):
- 11″ x 17″ display sign with easel back
- Five (5) entry tear pads w/50 sheets per pad

In-Store Execution Option:
- In-store mail-in POS sweeps — $9.35 per store (does not include prize cost)

In-Ad Execution:
- In-ad mail-in sweeps — $500.00 in-ad art cost (one-time fee)
- In-ad shopper card sweeps — $500.00 in-ad art cost (one-time fee)
- Promotion communication ONLY — $500.00 in-ad art cost (one-time fee)

Grand Prize Cost:
- $1,395.00 (10 Pokémon™ Master Kits)

Kellogg's Menu Marketing Program
ORDER FORM

Account Specific Marketing

Identification

Account Rep:
Phone Number:
VMX:
Fax:

Zone:
Team:
Account:

Start Date: End Date: POS In-Hand Date:

Promotion Information

Number of Stores:

Promotion Details:

Account Information

Name:
Address:
City: State: Zip

List the Names of All Participating Retailers Below (e.g. Piggly Wiggly, IGA, Bill's Foods, etc.)*

* Attach a separate store list if necessary

Participating Brands / Pkg. Size

READY-TO-EAT CEREAL

DRY CONVENIENCE FOODS

MENU MARKETING PROMOTION SELECTIONS
See the Menu Marketing Plan for promotion options and costs.

Promotion Title	Program #	Promotion Vehicle	Execution Selection(s)	Cost(s)	
		In-Store POS	☐ POS Sweeps ☐ Near Pack Display ☐ Display Module Do Not Fill In If Your Promo Is Running Through An In-Ad ONLY	POS Store Cost	Sweeps Prize Cost
		# Of Stores ⇨			
☐ Spanish Language Communication (See Menu Marketing Plan For Available Options)		In-Ad Fill Out In-Ad Info. Below If Yes To Any	☐ Mail-In Sweeps ☐ Shopper Card ☐ Promotion Communication ONLY	In-Ad Art Cost	

Total Costs:	$ -
Required Target ASF Volume (lbs.)	-
Projected ASF Volume (lbs.)	

In-Ad Information

Disk Format: ☐ Zip Disk ☐ CD ROM ☐ Sy Quest
Art Program: ☐ Illustrator ☐ FreeHand
Ad Size: In-Hands Date:

Product Offer Price Point (2 for $3, etc.): etc.):
Shopper Card Name (if applicable):
Ship To Address (No P.O. Box):

Coupon Information

Coupon Circulation Estmated Redemption % Coupon Vehicle: ☐ In-Ad ☐ Tearpad

Promotion Comments:

Shipping Information Note: For multiple locations, attach a separate list. You may fax your list to Garner and Nevins: 770-955-9664

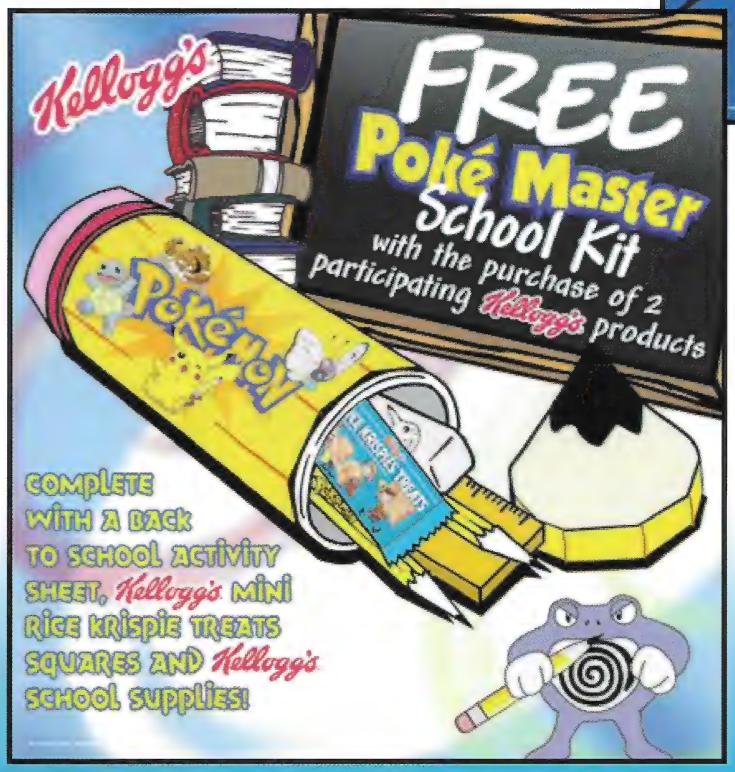
Store/Location:
Address:
City: State: Zip

Attention:
Phone:
Fax:

E-Mail this completed form to Nancy Hibiske

Kellogg's® & Pokémon™

Account Specific Marketing (ASM)



Maximize Sales with these In-Store, ASM Programs!

TM,®Kellogg Company ©2000 Kellogg Company 59631C

Kellogg's Menu Marketing Program
ORDER FORM

Account Specific Marketing

Identification

Account Rep:
Phone Number:
VMX:
Fax:

Zone:
Team:
Account:

Start Date: End Date: POS In-Hand Date:

Promotion Information

Number of Stores:

Promotion Details:

Account Information

Name:
Address:
City: State: Zip

List the Names of All Participating Retailers Below (e.g. Piggly Wiggly, IGA, Bill's Foods, etc.)*

* Attach a separate store list if necessary

Participating Brands / Pkg. Size

READY-TO-EAT CEREAL

DRY CONVENIENCE FOODS

MENU MARKETING PROMOTION SELECTIONS
See the Menu Marketing Plan for promotion options and costs.

Promotion Title	Program #	Promotion Vehicle	Execution Selection(s)	Cost(s)	
		In-Store POS	☐ POS Sweeps ☐ Near Pack Display ☐ Display Module Do Not Fill In If Your Promo Is Running Through An In-Ad ONLY	POS Store Cost	Sweeps Prize Cost
		# Of Stores ⇨			
☐ Spanish Language Communication (See Menu Marketing Plan For Available Options)		In-Ad Fill Out In-Ad Info. Below If Yes To Any	☐ Mail-In Sweeps ☐ Shopper Card ☐ Promotion Communication ONLY	In-Ad Art Cost	

Total Costs:	$ -
Required Target ASF Volume (lbs.)	-
Projected ASF Volume (lbs.)	

In-Ad Information

Disk Format: ☐ Zip Disk ☐ CD ROM ☐ Sy Quest
Art Program: ☐ Illustrator ☐ FreeHand
Ad Size: In-Hands Date:

Product Offer Price Point (2 for $3, etc.): etc.):
Shopper Card Name (if applicable):
Ship To Address (No P.O. Box):

Coupon Information

Coupon Circulation Estmated Redemption % Coupon Vehicle: ☐ In-Ad ☐ Tearpad

Promotion Comments:

Shipping Information Note: For multiple locations, attach a separate list. You may fax your list to Garner and Nevins: 770-955-9664

Store/Location:
Address:
City: State: Zip:

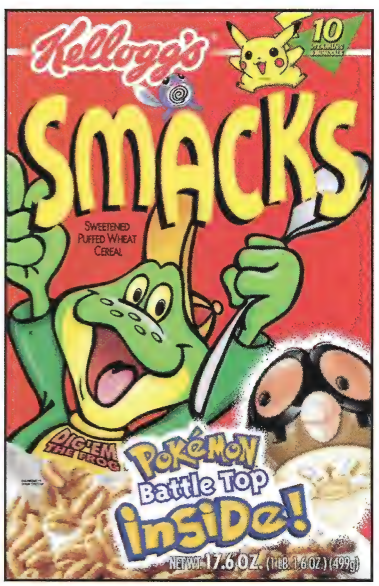
Attention:
Phone:
Fax:

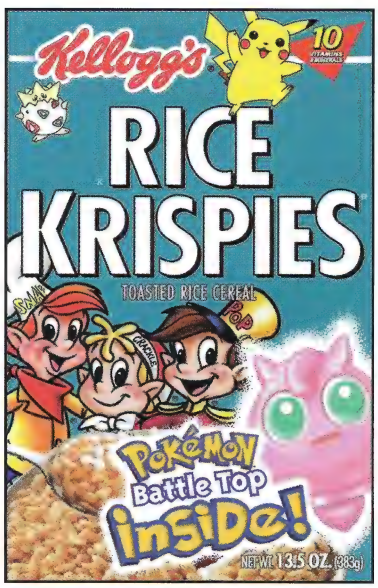
E-Mail this completed form to Nancy Hibiske

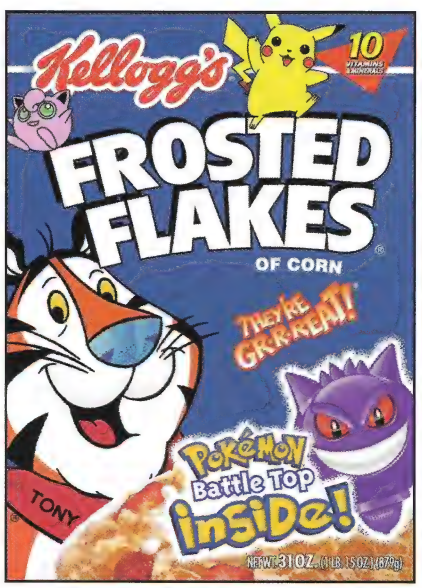
Kellogg's®

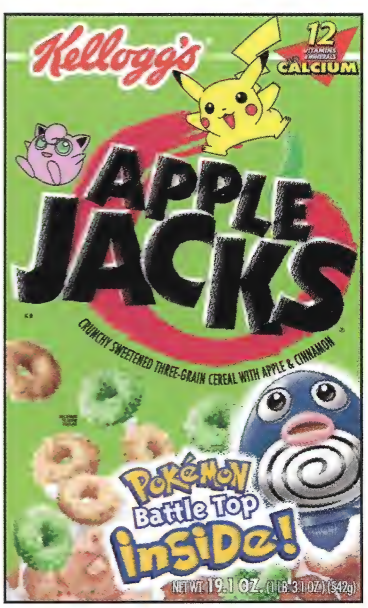
Be The Ultimate

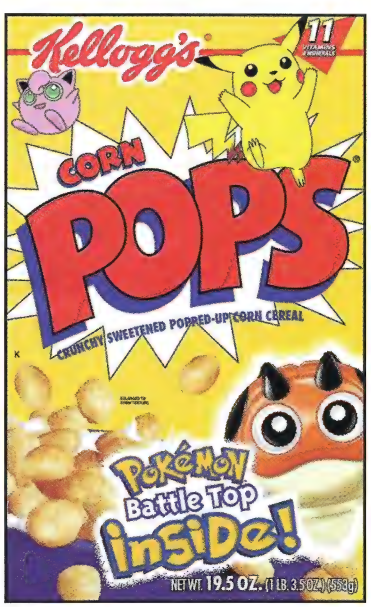
Pokémon Master™

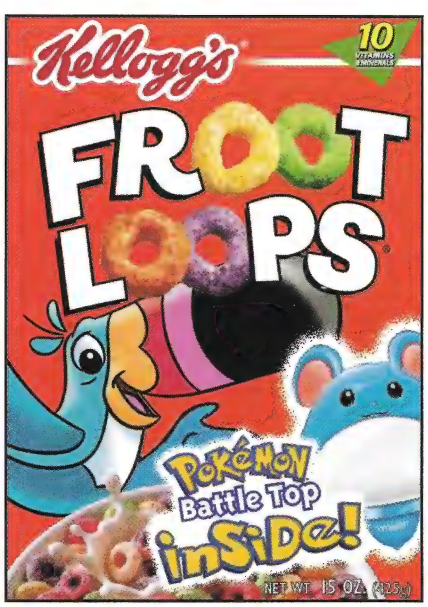




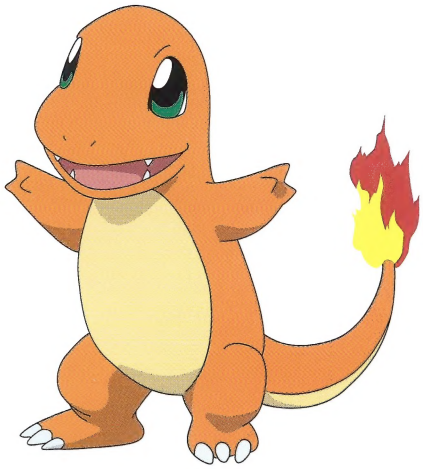








TM, ® Kellogg Company © 2000 Kellogg Company © 1995, 1996, 1998 Nintendo/Creatures inc./GAME FREAK Inc.



Kellogg's®

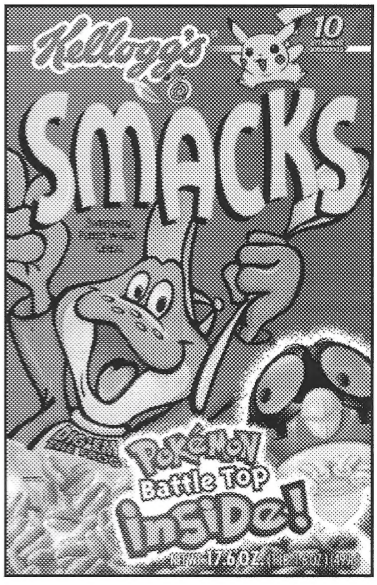
Be The Ultimate

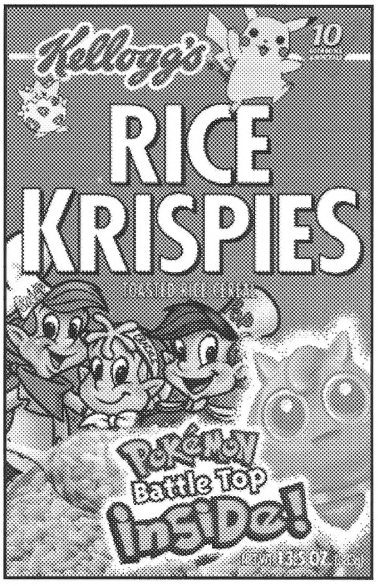
Pokémon Master™

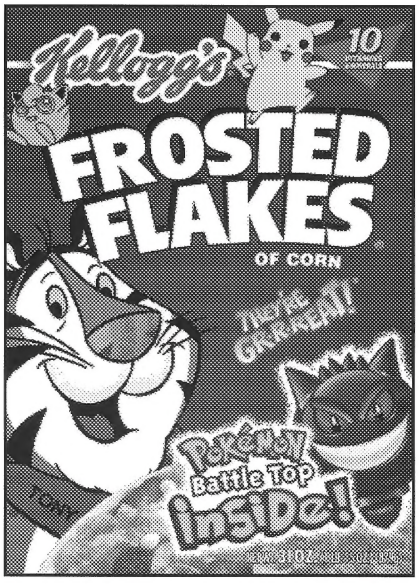
TM, ® Kellogg Company © 2000 Kellogg Company © 1995, 1996, 1998 Nintendo/Creatures inc./GAME FREAK Inc.

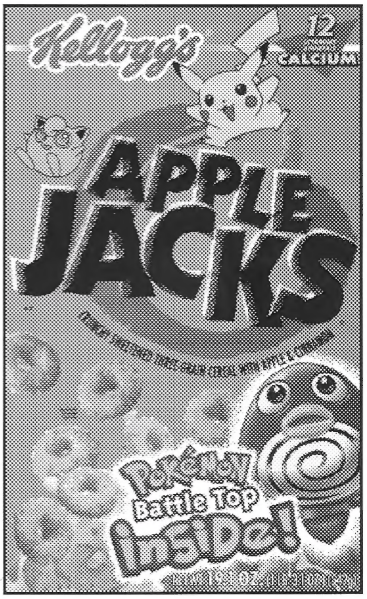
Kellogg's®

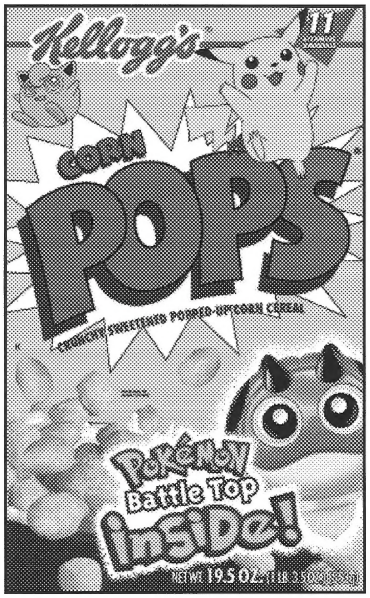
Be The Ultimate Pokémon Master™

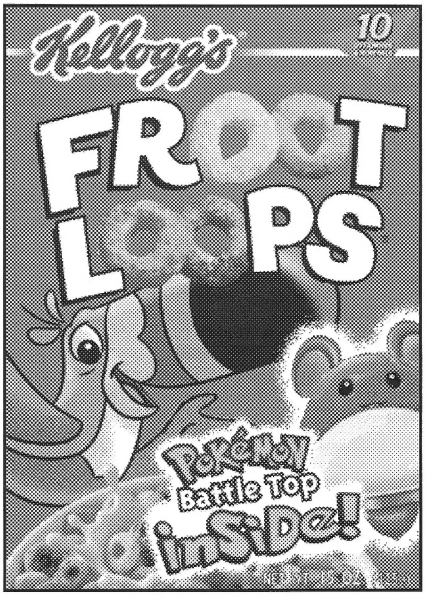




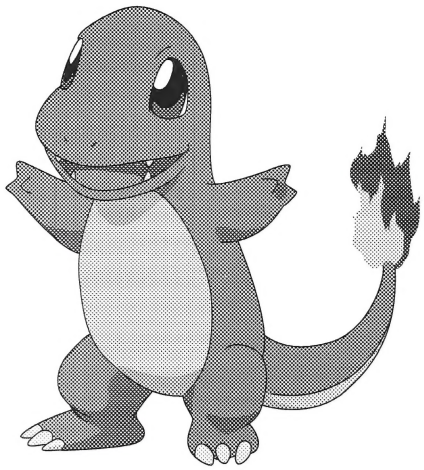








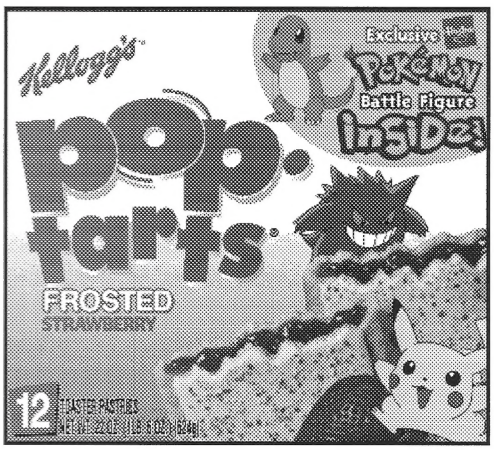
TM, ® Kellogg Company © 2000 Kellogg Company © 1995, 1996, 1998 Nintendo/Creatures inc./GAME FREAK Inc.

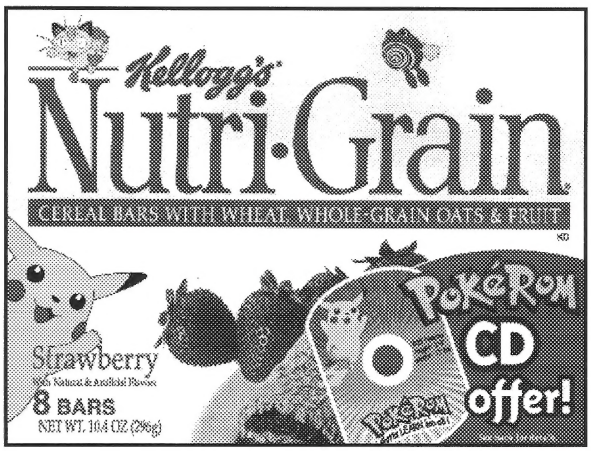


Kellogg's®

Be The Ultimate

Pokémon Master™





TM, ® Kellogg Company © 2000 Kellogg Company © 1995, 1996, 1998 Nintendo/Creatures inc./GAME FREAK Inc.

TM, ® Kellogg Company © 2000 Kellogg Company © 1995, 1996, 1998 Nintendo/Creatures Inc./GAME FREAK Inc.